

Methods of Economic Assessment of Tourist and Recreation Resources

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Abstract

The article says that regardless of the principles of the country's economy, society needs a tourist-recreational demand, which is formed through services in the field of tourism, medicine and culture. First, as the income of the population increases, the bulk of consumer spending begins to be spent on one's own needs. Recreation takes one of the leading positions in this regard. Second, the situation with the introduction of modern technologies in production, increasing labor productivity, deepening the division of labor, leading to an increase in leisure time was studied.

Keywords: tourism, medicine and culture, tourism and recreation, increasing labor productivity, deepening the division of labor, leisure, reproduction.

Today, economists and industry administrators recognize that the proper organization of tourist and recreational activities is a tool that has a positive impact on personal health and the development of society. The organization of effective and complete recreation of the population is considered as a guarantee of prevention, restoration and maintenance of optimal mental and physical health of the person.

Regardless of the principles on which the country's economy is based, society feels the need for tourism and recreation, which is formed through services in the field of tourism, medicine and culture. First, as the income of the population increases, the bulk of consumer spending begins to be spent on one's own needs. Recreation takes one of the leading positions in this regard. Second, the introduction of modern technologies in production, an increase in labor productivity, a deepening of the division of labor will lead to an increase in leisure time. This will increase the prestige of the service industry, which is aimed at occupying people's leisure time, and increase the demand for tourism and recreation. Third, the stratification of tourist and recreational services in accordance with socio-demographic factors allows different segments of the population to choose tourist and recreational services appropriate to their age and health. Man has always preferred to use natural methods to restore his health rather than medical treatments[1-5]. Therefore, he is always interested in replacing his medical needs with tourist and recreational services. Fourth, with the expansion of the material potential of the tourism industry, the ability to attract tourist and recreational resources will increase. In turn, this indicator requires precise calculations, as it determines the specific rating of a particular region and, most importantly, must be reliable.

The economic mechanism created in the region will develop sustainably only if there are available resources, capital required for their development, resource use technologies and personnel and other factors of production that can apply these technologies. No industry can be developed without the necessary resources. Natural complexes and their components (mountains and forests, hills, deserts, climate, flora, water basins, etc.), unique natural objects (caves, waterfalls, picturesque landscapes, cultural and historical monuments, historical cities and places, engineering structures)) is a resource base for the development of the tourism industry.

In determining the socio-economic potential of the region, natural resources, social, environmental, socio-demographic, scientific and technical, industrial, agricultural, labor, tourist and recreational, information, ethnographic, cultural and organizational potential are taken into account. In other words, the overall development of the region is largely determined by the level of material and intangible resources and labor resources. In relation to tourist and recreational complexes, this factor is reflected in the availability of tourist and recreational resources and their quality indicators.

Tourist-recreational resources are a combination of natural complexes and socio-cultural facilities that have a positive impact on the restoration and maintenance of a high level of physical and psychophysiological health. Based on this, tourist and recreational resources can be divided into 2 categories:

- 1) Natural recreational areas and resources (recreational, health-improving zones, other natural areas, objects and sights that can be used for recreational purposes)
- 2) Social and recreational resources (historical buildings and structures, architectural and construction complexes and their elements, sports complexes and other socio-cultural facilities that can be used for tourist and recreational purposes)

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Assessment of the tourist and recreational potential of a particular region or its separate administrative units is an important methodological issue [6-12]. An economic assessment of the region's potential is needed to organize the effective and rational use and protection of existing tourist and recreational opportunities. Economic evaluation of tourist and recreational resources will ultimately contribute to the effectiveness of various measures aimed at their full and rational use.

It was noted that often the criteria for assessing and rating the tourist and recreational potential of the region depends on the resources available in the region, their quality indicators. In other words, the basis for the assessment of tourist and recreational potential is the assessment of tourist and recreational resources.

The more diverse the forms and forms of tourism in the region, the more criteria for assessing its tourist and recreational potential. At present, one of the most pressing issues is a comprehensive assessment of the resource potential of the region, the identification of internal opportunities and, on this basis, the creation of a database necessary for the development of tourism development plans in the region. A rare field of socio-economic activity requires a lot of variable size and information that affects it, such as the field of tourism and recreation, in the planning and development of projects of various kinds. Another problematic aspect of the issue is the geological conditions of the region, biological resources, archeology, ancient monuments, museums, folk arts, ethnography, national crafts, recreation and health zones, hotels and tourist and recreational activities, which are needed to determine the tourist and recreational potential of the region. on many other relevant indicators, government statistics are not kept at the required level or remain at the ministerial level.

- Nevertheless, there is no denying that the assessment of the tourist-recreational potential of the regions is an objective necessity. Identifying the factors of sustainable development of tourism as an economic sector, a clear understanding of the tourist and recreational potential plays an important role in the development of long-term plans for the future of the region.
- To date, no perfect methods for estimating tourist and recreational resources using economic indicators have been developed. Therefore, the evaluation of tourist and recreational resources in scientific research is approached on a "point" basis. Evaluation of recreational resources by points is not widely used by economists because they are not subjective and do not provide indicators that can be calculated in economic analysis. However, as no quantitative methods for estimating recreational resources have been developed, the use of "score" methods remains the only method of evaluation. So far, numerical economic evaluation methods can only be applied to mineral waters, medicinal muds, forests and other similar material resources that have the ability to realistically measure the economic impact.
- Methods of assessment from the medical-biological, psychological-aesthetic, technological point of view can be used to determine the potential of tourist resources. Medical-biological assessment determines the impact of natural factors on the human body, psychological-aesthetic assessment determines the emotional impact of the natural landscape and its components, the level of techniques and technologies used in the use of natural and other resources for tourism and recreational purposes, engineering and construction opportunities .
- Due to the fact that the organization of tourism to get acquainted with the historical and cultural sites in our country is the basis of tourism enterprises, the identification of historical and cultural potential plays an important role in addressing issues related to the organization, development and study of tourism in the region.
- Historical and cultural tourism involves acquaintance with various historical monuments, shrines, folk arts, museums and other cultural objects, folk ethnography and various intangible assets. Historical and cultural heritage consists of objects formed in a particular area during the stages of development of civilization. The following can be included in the list of cultural heritage monuments:
 - Archaeological monuments;
 - Examples of religious and civil architecture;
 - Landscape architectural monuments;
 - Small and large historical cities;
 - Historic sites and sites;
 - Museums, theaters, exhibition halls and socio-cultural facilities;
 - Objects of ethnography, folk handicrafts and applied arts.

The historical and cultural potential can also be included in the socio-cultural environment, which combines the traditions, customs, specific traditions of domestic, household and economic activities of local peoples.

It is appropriate to look at the environment around us, nature as part of cultural complexes. Gardens and alleys in urban areas, streets and courtyards, antique crops, objects that represent the lifestyle of the population in rural areas, natural objects, gardens and orchards can also be of interest for tourism and recreation.

Assessment of historical and cultural sites used for tourist and recreational purposes is carried out mainly in two ways:

1. Separation (grouping) of objects of cultural heritage by their place in the culture (history) of the world and the country. This method is carried out by analyzing existing archeological monuments, historical sites, ethnographic objects, samples of folk crafts and applied arts into objects of world, national, regional and local significance [13-21].
2. Group by the geometric parameters of the object or by the amount of time it takes to get acquainted with it completely. This method makes it possible to compare regions of different sizes in terms of optimal historical and cultural potential for tourism.

Evaluation categories such as reliability, capacity can be used for cultural complexes. The reliability of cultural complexes is assessed by its resistance to tourist loads and the predominance of opinions formed on this object. (Example: Afrosiyab Reserve, Registan, Shahi Zinda Complex, etc.).

The capacity of cultural complexes is the number of tourists who can receive the object within a certain period of time. Hence, capacity is one of the important indicators in determining the potential of an object, which expresses the activity or inertia of the object.

Based on the data obtained in the tourist-recreational assessment, it will be possible to zoning the area. Tourist-recreational zoning plays a key role in determining the level of use of recreational opportunities in the region, assessing the state of modern tourism and determining development prospects. It therefore requires a comprehensive analysis.

The following features of the region should be taken into account in the tourist and recreational zoning:

1. Priorities in the use of tourist and recreational resources of the region (treatment, health, tourism, excursions, sports, etc.);
2. Level of tourist and recreational development (developed, medium and low developed areas);
3. The composition of tourists (local or foreign vacationers)
4. Existence of development prospects.

The level of tourist and recreational development of the region can be determined by the ratio of the total number of places in tourist and recreational facilities to the total area of the area (thousand square meters).

The prospects of the region depend on several internal and external factors. These include the solution of security issues, the development of infrastructure, popularity in the domestic and international tourism market, and more.

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